

## Trade Promotion Programs

**Category:** Transaction Assistance

**Sub-Category:** Technical Assistance

**User:** Private Sector

**Donor:** United States Department of Commerce (DOC)

**Donor Countries:** United States of America

**Description:**

Trade Promotion Programs administered by the Department of Commerce International Trade Administration to facilitate business development, sales, and high-level engagement between U.S. firms and key stakeholders in export markets. Includes overseas trade missions; Trade Fair Certification for international trade shows seeking to attract U.S. companies; and the International Buyer Program for promotion of U.S. industry and matchmaking between U.S. firms and foreign buyers attending domestic trade shows.

**Location:** Sub Saharan Africa

**On- or Off-Grid:** Both

**Geography:**

Sub Saharan Africa

**Eligibility:**

Program Dependent

**For more information:** <https://www.export.gov/Programs-for-Trade-Promotion-Partners>

**Last updated:** February 18, 2018